

MARKET ANALYSIS

1. MEETING WITH PHILIP MORRIS STAFF:

A meeting was called by Ms Bonnie EL-Ezaby, Unit Manager. Philip Morris, Frederick MD, requesting assistance in replacing worn and old POS in the down town area of Baltimore, before senior members of Philip Morris visited the area in September 95.

2. RESULTS AND ACCOMPLISHMENTS:

All requested locations in the down town area were brought up to a level of visibility second to none.

3. POSITIVE FEED BACK:

Ms EL-Ezaby express her sincere thanks and gratitude to all the Powerforce Merchandisers in the Baltimore/Washington Market for a job well done.

4. NEEDS FOR IMPROVEMENTS:

NONE

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